

Editorial

JBES: A bridge journal with a unique identity

We are delighted to launch the *Journal of Business, Ethics & Society* (JBES) with this inaugural issue. JBES is an inter-disciplinary, peer-reviewed journal that publishes both theoretical and empirical research on a broad range of topics with regard to business management, business ethics and societal well-being. Broadly JBES focuses on the intersectionality of ethics and businesses, ethics and civil societies, and also on topics such as corporate social responsibility, social entrepreneurship and power dynamics.

Given that there are already several quality journals in this domain, why the need for another business ethics journal? Some journals focus on business in the context of society and are more policy oriented in nature (such as *Business and Society*), while other journals focus on people-related dilemmas (such as *Business & Professional Ethics Journal*). Apart from these a need was felt to address an ethical response to the emerging challenges and trends in management which are interrelated with societal challenges, such as pandemics and world recession.

In other words, JBES represents an intersectionality between the 'macrocosm and the microcosm', based on the assumption that organizational-system analysis and the individual-level of analysis are interconnected rather than mutually exclusive. For example, a pandemic which is a societal problem, can lead to ethical dilemmas for leaders in the medical profession. Another example is that a leader indulging in greenwashing, or providing misleading information about so-called environmentally-sound products, could actually be harming the environment by their actions.

The research articles of the first issue reflect the broad scope of topics as described in the aims and scope of the journal, including Sustainability Ethics in Outer Space; Determinants of Employee Volunteer Intention; and The Power of Pause in Enhancing Ethical Leadership. In the practitioner perspective section there is an interview with Prof Tae Wan Kim on seeing artificial intelligence in the workplace through an ethical lens. While this is not an open access journal, the first issue of the first volume has been made accessible to all, at no cost. (Please note that there is no fee for article submission).

JBES is a bridge journal, exploring issues of interest to both researchers as well as industry leaders. It provides a forum for deliberations and exchange of ideas and knowledge among academia, businesses, public institutions, not-for-profit institutions and government organizations. Research consisting of both conceptual papers and empirical studies are welcome, and so too are book reviews. Furthermore, special issue ideas are also encouraged. JBES also has an international focus and encourages research from all regions of the world. We are proud to have an international advisory board that consists of renowned professors from USA, Germany, Denmark, Lebanon, Israel, India and Australia, who have helped shape the ethos of this journal.

We at JBES look forward to your support through article submissions, readership and also individual and institutional subscriptions.

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